

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Manager/City Council

**FROM:** Erica Russo, Director of Community Services

**DATE:** September 10, 2024

**SUBJECT:** Approve Sponsorship Agreement with Inland Valley Business & Community Foundation dba TEDx for TEDx Temecula (At the Request of Subcommittee Members Stewart and Kalfus)

---

**PREPARED BY:** Dawn Adamiak, Assistant Director of Community Services

**RECOMMENDATION:** That the City Council approve a sponsorship agreement with Inland Valley Business & Community Foundation dba TEDx for in-kind City support valued at \$3,000 and promotional services valued at \$11,415.

**BACKGROUND:** Staff received a sponsorship request from Inland Valley Business & Community Foundation dba TEDx to provide support for the TEDx Temecula to be held on September 28, 2024. The Economic Development Committee of the City Council (Mayor Stewart and Mayor Pro Tem Kalfus) met on March 12, 2024, to review the budget on this special event and recommend support at the levels indicated below.

Inland Valley Business & Community Foundation provides a platform for local business owners to engage, promote and support the development of each other's businesses while fostering goodwill in the local community. TED is a non-profit organization devoted to Ideas Worth Spreading. Over the years, TED has grown to support those world-changing ideas with multiple initiatives. At TED, the world's leading thinkers and doers are asked to give the talk of their lives.

Since 2012, TEDx Temecula has brought dynamic speakers and performers to an engaged audience with fresh ideas on technology, entertainment, design, health, education, the arts and more. This year's event theme is Reimagine. Explore powerful ideas that heighten our lives and community.

**FISCAL IMPACT:** The City support costs of \$3,000 and promotional services of \$11,415 are included in the Fiscal Year 2024-25 Operating Budget of the various support departments.

**ATTACHMENTS:** Agreement